

Mr. and Mrs. Kenneth Young of Ravenna spent the week here visiting in the home of Mr. and Mrs. Austin Hynes.

Mrs. Floyd Reinhardt and two sons, Floyd and James, of Omaha came Friday to visit her mother, Mrs. Bessie Rotherham, at Iowan and to visit other relatives in O'Neill.

M. B. Higgins went to Omaha early this week and then con-

tinued on to Iowa on business. He returned Tuesday night.

Mrs. Bennie Hill and two sons accompanied Miss Jackie Mettlen to Des Moines, Ia., Saturday, December 27. From there Mrs. Hill and her sons went to Strawberry Point, Ia., to visit her parents, Mr. and Mrs. Will Bowers, and then to Center Point, Ia., to visit her brother, Robert Bowers, and family. They returned Saturday, December 30.

Mr. and Mrs. James Banks and daughter were new year's dinner guests in the home of Mr. and Mrs. Lloyd Johnson.

Mr. and Mrs. Ralph Van Buren, jr., of Wisner and Mr. and Mrs. Ervin Van Buren were Sunday guests in the home of Mr. and Mrs. Ralph Van Buren, sr.

New year's dinner guests in the home of Mr. and Mrs. Lawrence Jonas were Mr. and Mrs. Lester Jonas of Wisner, Mr. and Mrs. Robert Jonas and Mr. and Mrs. Woodrow Gaughenbaugh.

New year's dinner guests in the home of Mr. and Mrs. Donald Fridley were Mr. and Mrs. R. V. Crumly and family, Mr. and Mrs. Walter Devall and family, Mrs. Raymond Walter and Mr. and Mrs. Preston Jones and Merle.

Rebekahs Install New Officers

The Rebekah lodge met Friday night, January 2, in the IOOF hall. Mrs. Ava Crumly of Page, district deputy president, and her staff installed the following officers for the coming year:

Mrs. Roy D. Johnson, noble-grand; Mrs. Paul Shierk, vice-grand; Mrs. Clay Johnson, jr., secretary; Mrs. Winnie Barger, treasurer; Mrs. Dewayne Landis, warden; Mrs. Amelia Simpson, conductor; Mrs. Geraldine Strong, inside guardian; Mrs. Norma Strong, outside guardian;

Mrs. Donald Loy, musician; Mrs. Bessie Wayman RSN; Miss Ruth Hoffman LSN; Mrs. Harold Lindberg, RSVG, and Mrs. Tony Asimus, LSVG. Two officers were not installed because of their absence. They were Mrs. Barbara Johnson colorbearer and Mrs. Elma Evans, chaplain.

Following the installation, memorial services were held for Mrs. W. P. Curtis and Mrs. Jane Harnish. Lunch was served to the members. The next meeting will be on January 16 at 8 o'clock in the hall.

MRS. HENRIETTE J. HARNISH

Henriette Jane Harnish, the daughter of James and Adaway Parker Jacobs, was born on January 1, 1867, in Galesville, Wisc. In 1879 at the age of 12 she came with her parents and settled on a homestead at Paddock. As a pioneer, Mrs. Harnish saw the new and barren prairie grow into a rich farming community.

On February 22, 1887, she was united in marriage to James C. Harnish in the family home at Paddock. They spent the first two years of their marriage in Niobrara, moving to O'Neill in 1888, where she lived continuous-

ly until her death.

Mrs. Harnish was blind the last three years of her life, and for the past two years had had difficulty in hearing. On August 13, she suffered a broken hip and had been confined to her bed since that time. She died in the Antelope Memorial hospital in Neligh on December 31, 1952 just 13 hours before her 86th birthday.

Mrs. Harnish was the mother of six children. She was preceded in death by her husband and an

infant daughter. Survivors include: son—Frank of Norfolk; daughters—Ruth at home; Naomi Pearson of Neligh, Edna Carnes of Omaha and Della McKim of Albuquerque, N.M.; sister—Mrs. Bessie Gaughenbaugh of Fairbury; brother—Sanford Jacobs of Pierre, S.D.; four grandchildren and one great grandchild.

The last rites were held in the home on January 2, and burial was made by the side of her husband in Prospect Hill cemetery in O'Neill.

Gambles
The Friendly Store

IN JANUARY 1952

We SAVED OUR CUSTOMERS

ONE MILLION DOLLARS
ON 2 TRAINLOADS of CHROME DINETTE SETS!

HERE'S HOW IT WAS DONE!



ONE DAY, OUR FURNITURE BUYER received this message from the head of our Company: "I want you to search the length and breadth of this land to bring our customers the greatest dinette value in the history of American merchandising. Let's make it so good that customers and competitors will be talking about it for years!"

NO, IT WASN'T EASY to fill that order. To do it, our buyer contacted dinette manufacturers from Maine to California. Many laughed at us for even trying to sell a set built to our strict specifications for under \$100.

BUT FINALLY HE FOUND a factory large enough to take on this tremendous venture. And then the work began—six months' of hard work.

Yes, to save our customers ONE MILLION DOLLARS on dinette sets, we did all this:

1. Built them during the manufacturer's slack season, when he was willing to take an extremely low cost and keep his skilled employees on his payroll.
2. We cut production costs by making up thousands of sets in only one style and three colors.
3. Took advance orders from customers as soon as production started. No high selling expenses to raise the price!
4. Saved transportation costs by shipping dinette sets in full carload lots direct to the point of sale.
5. Eliminated warehousing, which adds to handling, insurance and transportation costs. We cut out all this and caused A SENSATION IN THE NATION

WE PASSED THESE SAVINGS ON TO OUR CUSTOMERS IN THE FORM OF AN UNBELIEVABLE DINETTE SET VALUE!!

THE REST IS HISTORY—well-remembered by our Stores, our customers and competitors. Folks flocked to our stores to take advantage of this greatest dinette sale. Our manufacturer ran his factory 24 hours a day, yet he couldn't keep up with the orders.

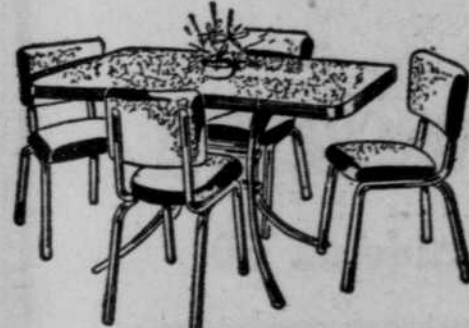
WE SOLD MORE dinette sets in a week than we had sold in a whole year previously. Friends told friends—sales doubled and tripled our greatest expectations. 90 carloads were delivered to customers' homes in a few weeks.

WE'VE DONE IT AGAIN!

EVER SINCE THAT GREAT EVENT, we've been planning and working toward the day when we could repeat it—bigger and better than before! Now that day is here. No, this is not the identical dinette set we produced last January. Exceptional as it was, this model has more wanted features, newer styling—it's a greater value at a low price!

With the memory of the tremendous response to our last sale, we increased our order to over 100 carloads... 2 full trainloads.

OUR EXPERIENCE during that great sale last January showed us how to cut costs even more. And every penny saved is going into our customers' pockets. Come in and see one of the greatest values we have ever offered.



CHROME DINETTE SETS START AT

- Chrome-Finish 5-Piece Sets Available on Special Order at This Price!
- Come in! Let Us Help You Select a Quality Set to Fit Your Family Budget!

39⁹⁵

169.95 VALUE!

SAVE \$70 . . . and get 22 outstanding features!

• 36x48" Table Extends to 60" to Seat 8 with Exclusive Jack Knife Self-Storing Center Extension Leaf

• 7 Ply Table Top—5 Layers of Tough Douglas Fir, Between 2 Layers of Wear-Proof Plastic

• 17 Layer Melamine Plastic Top Resists Warping, Buckling, Alcohol, Food Acid, Hot Water and Burns

• Matching Mother-of-Pearl Design Table Tops and Chair Seats in Your Choice of Grey, Yellow or Red

• Graceful Queen Anne Legs Won't Wobble, Buckle! Patented Spring Locking Device Keeps Legs Steady

• 3 in. Moulded Shredded Foam Rubber Seats, Covered in Duran Plastic Which Won't Peel, Fade, Burn, Scuff

YOUR CREDIT IS GOOD—USE OUR THRIFTY PAYMENT PLAN

ALWAYS BETTER BUYS AT

Gambles
The Friendly Store

99⁹⁵
Use Our Thrifty Payment Plan
\$5.00 HOLDS YOUR SET